

Message Text

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PAGE 01 BOGOTA 04460 211952Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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R 211447Z MAY 74

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 2866

AMCONSUL MEDELLIN

AMCONSUL CALI

UNCLAS BOGOTA 4460

PASS THOMAS L. THOMAS

EO 11652: NA

TAGS: BEXP, CO

SUBJ: PROPOSED USDOC SOLO EXHIBITION FOR BOGOTA: SEPIA-75

1. DURING RECENT VISIT OF ADVANCE MAN THOMAS L. THOMAS, TENTATIVE ARRANGEMENTS MADE FOR PROPOSED US SOLO EXHIBITION IN BOGOTA FOR MARCH-75.

2. SOLO TO BE CALLED SEPIA-75 (SISTEMAS Y EQUIPOS PARA INDUSTRIA Y AGRICULTURA)

3. INTERNATIONAL PAVILION OF BOGOTA INTERNATIONAL FAIR SELECTED AS MOST PROMISING SITE. MAIN FLOOR AND MEZZANINE ENCOMPASS

6000 & 4500 SQUARE METERS RESPECTIVELY.

4. DIRECTOR OF BOGOTA INTERNATIONAL FAIR ENTHUSIASTIC AND PLEDGED FULL COOPERATION.

5. PRELIMINARY PROCUREMENT FOR PROPOSED SOLO BEGAN AT MAY 9 MEETING OF EXHIBITORS IN US PAVILION, X-INTERNATIONAL FAIR OF BOGOTA. ANNOUNCEMENT OF PROPOSED SOLO PROMPTED CONSIDERABLE INTEREST. HOWEVER, MOST EXHIBITORS EXPRESSED A PREFERENCE TO WAIT UNTIL RESULTS FROM PARTICIPATION IN US PAGLIBH JULYBQGQR COULD BE ASSESSED BEFORE MAKING ANY

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COMMITMENT; PRETRMINARY INTEREST FGBMS PASSED OUT TO

EXHIBITORS WHICH WHEN COMPLETED & RETURNED WILL BE FORWARDED TO USDOC.

6. BASED UPON EXPERIENCE IN PROCURING FOR US PAVILION THIS YEAR (LATTER SOLD-OUT WITH 68 EXHIBITORS. HAVE BEGUN WAITING LIST TWO MONTHS PRIOR TO FAIR) AND ASSUMING A SUCCESSFUL EXHIBITION IN JULY, EMBASSY SHOULD BE ABLE TO RECRUIT 60-40 EXHIBITORS LOCALLY FOR SEPIA-75.

7. MARKET ANALYSIS UNIT (MAU), FULLY STAFFED AS OF MAY 9, TO PRODUCE 4 TO 5 BRIEF MARKET SURVEYS DURING JUNE CENTERING ON MAJOR PRODUCT-LINES EXHIBITED IN US PAVILION. LATTER RESEARCH PLUS SALES RESULTS OF US PAVILION (AND EVERY OTHER PAVILION WE CAN GET SALES INFO ON), AVAILABLE IN AUGUST, SHOULD PROVIDE RELIABLE AND TIMELY GUIDE TO BEST SALES PROSPECTS FOR SEPIA-75
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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